

SEP 28 1942

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, SEPTEMBER 25, 1942

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 25 6:00 P.M.	DOWNSTAIRS SPORTS STYLE REVUE Inexpensive sports clothes from the Downstairs Store will be shown in a fashion revue before career women for whom the hour of 6 P.M. is convenient. Open to Press and public. Publicity: Mr. Davidson, ST. 9-4700.	JOHN WANAMAKER'S	B'WAY AT 9TH ST. DOWNSTAIRS STORE
Friday Sept. 25 7:30 P.M.	STORE DISCUSSION ON MEAT PROBLEMS "How to Meet Your Meat Problems", food rationing and other household nutrition topics will be discussed by J. Merrick Beale, well-known food consultant before housewives and customers, on Friday night, Wanamaker's late night. Publicity: Mr. Davidson, ST. 9-4700.	JOHN WANAMAKER'S	B'WAY AT 9TH ST. HOME STORE, 3RD FLOOR

Beginning Saturday Sept. 26	OFFICIAL OPENING OF FOOTBALL SEASON <u>SATURDAY, SEPT. 26</u> COLUMBIA-FORT MONMOUTH at BAKER FIELD <u>SATURDAY, OCT. 3</u> PENN-HARVARD at CAMBRIDGE COLUMBIA-MAINE at BAKER FIELD <u>SATURDAY, OCT. 10</u> ARMY-CORNELL at WEST POINT NAVY-PRINCETON at YANKEE STADIUM YALE-PENN at NEW HAVEN COLUMBIA-BROWN at BAKER FIELD NAVY-YALE at BALTIMORE <u>SATURDAY, OCT. 17</u> PRINCETON-PENN at PHILADELPHIA COLUMBIA-ARMY at BAKER FIELD <u>SATURDAY, OCT. 24</u> COLUMBIA-PENN at PHILADELPHIA BROWN-PRINCETON at PRINCETON	<u>SATURDAY, OCT. 31</u> COLUMBIA-CORNELL at BAKER FIELD YALE-BROWN at NEW HAVEN ARMY-PENN at PHILADELPHIA HARVARD-PRINCETON at CAMBRIDGE <u>SATURDAY, NOV. 7</u> NAVY-PENN at PHILADELPHIA ARMY-NOTRE DAME at YANKEE STADIUM <u>SATURDAY, NOV. 14</u> YALE-PRINCETON at PRINCETON <u>SATURDAY, NOV. 21</u> ARMY-PRINCETON at YANKEE STADIUM COLUMBIA-DARTMOUTH at BAKER FIELD <u>SATURDAY, NOV. 28</u> ARMY-NAVY at PHILADELPHIA
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Now Showing	2ND FALL COLLECTION This maker's second collection anticipating holiday and early resort styles, now ready for presentation. Daily, morning and afternoon showing. Press invited. Contact: David Westheim, CH. 4-5476.	DAVID WESTHEIM CORP.	1400 BROADWAY
Now Going On	CAMOUFLAGE DISPLAY OF MINIATURE MODELS An exhibit of industrial camouflage inaugurates the Traphagen School of Fashion's Camouflage Class under the direction of Prof. Alon Bemont. Reservations now being made for this timely, patriotic course, starting Oct. 13th. Exhibit on public view from 9 A.M. to 9 P.M. daily; Sat. until 5 P.M. Further information, Registrar: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)

WEEK BEGINNING MONDAY, SEPTEMBER 28, 1942

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 28 11:15 A.M.	NEW COURSE IN FASHION MDSE. AND COORDINATION Mrs. Ethel Hilts of Fashions Co-Ordinated, formerly fashion coordinator for J. L. Hudson, Detroit, will conduct this year's course in fashion merchandising and coordination given by the Laboratory Institute of Merchandising. For further information, costs, time, etc., address School at above address, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	47 WEST 34TH STREET
Monday Sept. 28 12:30 P.M. Luncheon	LUNCHEON MEETING: "OUR FUTURE IN PLASTICS" Before the members' monthly luncheon meeting, J. Earl Simonds, Technical Dir., Eastern Div., Plastics Industries Technical Institute, will cover all fields of the Plastics Industry: Fashion, Packaging, Home Furnishings, Architecture. Subject pertinent to every member's job. Members urged to bring their bosses. Unlimited guest privileges. Luncheon, \$1.75 (incl. tip). For reservations, call, CI. 7-1734.	FASHION GROUP, INC.	HOTEL ASTOR BALLROOM
Monday Sept. 28 1:30 P.M. Luncheon	SELECTIVE FALL FASHION SHOWING One of the series of weekly style luncheons. Open to public. Luncheon, a la carte. Press by invitation. Jay Thorpe Publ.: Christine LeVathes, CI. 7-4300. St. Regis Publ.: Mary Alice Rice, PL. 3-4500.	JAY THORPE (24 W. 57TH ST.)	ST. REGIS HOTEL ROOF 5TH AVE. AT 55TH ST.
Beginning Monday Evening Sept. 28 6:45- 8:25 P.M.	COURSE IN RETAIL ADVERTISING This course is designed to meet the needs of a retail advertising career in 15 weekly lessons. Instruction includes headlines, copy, and lay-out, construction of ads, media, and space use. Fee \$10. Instructor: Maxwell F. Marcuse. Contact: Robert A. Love, Dir., GR. 5-7140.	CITY COLLEGE SCHOOL OF BUSINESS	LEXINGTON AVE. AT 23RD STREET
Monday Sept. 28- Oct. 3	MERCHANDISE MART EXHIB- ITS APPAREL & ACCESSORIES Women's, Children's, Infants' Wear and Accessories will be displayed before buyers to enable them to keep in touch with their sources and at the same time cut down travel and conserve tires and gasoline.	CHICAGO MERCHANDISE MART	CHICAGO ILLINOIS
Beginning Tuesday Sept. 29 12:45 P.M.	15-MINUTE RADIO PROGRAM ON SEWING Macy's intensive program to push the sale of piece goods continues with a weekly 15-minute radio program to excite interest in fashions, fabrics and sewing geared to the times. Virginia Carter, Director of the Dress Making Center, will commentate this program. Publ.: Kay Inglis Jones, CH.4-2000.	R. H. MACY & CO., INC.	WOR (710 ON DIAL)
Tuesday Sept. 29 4:00- 6:00 P.M.	NEW SELF-SERVICE HAIR DRESSING DEPT. This talented and creative hair dresser will give a Press demonstration preview of her newest idea, a self-service department enabling busy women to keep hair groomed by their own efforts. Press by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	LURA DE GEZ	714 FIFTH AVENUE
Wednesday Sept. 30 All Day	BEARDSLEY RUMML TO ADDRESS CONFERENCE Because of unusual 1942 problems, the Bureau of Smaller Stores of NRDGA will hold an all-day forum on the theme "Thoughts on the war-Time Christmas". Session will discuss volume outlook, advertising, promotion, extra	NRDGA - SMALLER STORES	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

help, overseas and service gifts. High-spot of the luncheon session will be an address by Dr. Beardsley Ruml, author of the "Pay As You Go" Tax Plan. Dr. Ruml will outline the plan. Lew Hahn, Gen. Mgr., NRDGA, will also address the luncheon forum. Contact: Edward S. Hoyt, PE. 6-2155.

Wednesday
Sept. 30
1:00 P.M.
Luncheon

FASHION SHOW
LUNCHEON

KATHLEEN INC.
(118 E. 60TH ST.)

WALDORF ASTORIA HOTEL
STARLIGHT ROOF

This is one of regular Wed. Fashion showings for lunchers at the Waldorf. Fall clothes, presented with music and showmanship. Open to public. Luncheon, \$2. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.

Wednesday
Sept. 30
2:30 P.M.

FALL ACTIVITIES OF
RUSSIAN WAR RELIEF

AUSPICES, WOMEN'S DIV.
RUSSIAN WAR RELIEF, INC.

COSMOPOLITAN CLUB
122 EAST 66TH STREET

Inaugurating Fall activities by the women's Division of R.W.R. The program and plans will be announced and prominent women will be appointed to head program activities. Attendance by invitation. Contact: RWR, MU. 6-3203.

Beginning
Wednesday
Evening
Sept. 30
6:45-
8:25 P.M.

FASHION FACTORS
IN RETAILING

CITY COLLEGE,
SCHOOL OF BUSINESS

LEXINGTON AT 23RD ST.

Recognizing the evolution of New York City into the style capital of the world, the C.C. School of Business offers a series of fashion merchandising sessions starting Wed. and continuing for 15 weeks. Maxwell Marcuse, Dir. of the School has engaged leading New York fashionists to lecture. These include Dorothy W. Anderson, N.Y. Dress Institute; Isabel McKay, B. Altman; Esther Lyman, Harper's Bazaar; George Engel, Jane Engel; Florence Hayford, James McCreery; Eleanor Whittaker, du Pont Rayon Div.; Vera Maxwell, Max Milstein; Mary Keene, A. D. Juilliard; Henry Marx, Gimbel's; and Ethel Hilts, Fashions Coordinated. Open to men and women. Registration fee, \$10. Contact: Robert Love, Dir., GR. 5-7140.

Wednesday
Evening
Sept. 30
7:00 P.M.

HOME STORE TALK
ON SLIPCOVERS

JOHN WANAMAKER'S

B'WAY AT 9TH STREET
HOME STORE, 5TH FLOOR

On its late evenings, John Wanamaker's stages talks to night-time shoppers who work by day and whose home problems require economy and simplification. Furniture slipcovers will be discussed by Kay Hardy, author and lecturer. Press and public welcome. Publicity: Mr. Davidson, ST. 9-4700.

Beginning
Wednesday
Evening
Sept. 30
7:40-
9:20 P.M.

PROBLEMS OF RETAIL
FASHION MERCHANDISE

JOHN B. SWINNEY

COLUMBIA UNIVERSITY
SCHOOL OF BUSINESS

A course in problems and policies of retail fashion merchandise will be given Wed. evenings, from Sept. 30th to Jan. 20th, in the School of Business, room 415, 116th St. at B'way, by John B. Swinney, Mng. Dir., Uptown Retail Guild. Mr. Swinney has conducted his excellent course for a number of years. This term he will use his new text book, "Merchandising of Fashions". Recommended to all students of fashion retailing. Tuition fee, \$25. University fee, \$5. Contact: University Extension, UN. 4-3200.

Thursday
Oct. 1
12:30 P.M.
Luncheon

FOURTH WEEKLY LUNCHEON
OF N. Y. PUBLICISTS

PUBLICITY CLUB
OF NEW YORK

BELMONT-PLAZA HOTEL
CASINO-IN-THE-AIR

Fourth weekly meeting of Press Agents and Public Relationists. Speakers include Vincent Price, star of "Angel Street"; Ethel Gorham, Bonwit Teller, author of "So Your Husband's Gone to War"; Alma Kitchell, conductor of the radio program, "Meet Your Neighbor"; and Lady Leslie Doverdale, who will speak on her experiences driving a Tea Car (similar to our canteens) during the Blitz in London. Open to members and guests. Publicity: Mr. Uriel Davis, CI. 7-6161.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 1 1:00 P.M. Luncheon	FALL SHOWING: DRESSES & HATS Fashions shown at this luncheon by these two leading creators are carried by Bonwit Teller. Open to public. Luncheon, \$2. Press by invitation. Designer Publicity: Nona James, BU. 8-0047. Plaza Publicity: Alma Zaiss, PL. 3-1740, ext. 410.	LOUISE BARNES GALLAGHER & JEANNE TETE	PLAZA HOTEL PERSIAN ROOM
Thursday Oct. 1 1:00 P.M. Luncheon	1ST FALL FASHION LUNCHEON Marking the opening of the Fall season at the Pierre, Gunther's luxurious furs will be shown. Specially stressed will be small furs to enhance the 1942 ever-present suit fashions. Open to public. Luncheon, \$2. Press by invitation. Gunther Publicity: Viola Shefer, PL. 3-2116. Pierre Publicity: Kathleen Moran, RE. 4-5900.	GUNTHER (666 5TH AVE.)	PIERRE HOTEL COTILLION ROOM
Friday Oct. 2 2:30 P.M.	"YOUNG VIEWPOINT" FASHION SHOW Abraham & Straus will present new Fall fashions for women with a smart "young viewpoint" on clothes. Music and favors of vials of D'Orsay's new perfume, "Intoxication" will make this a very gala presentation. Open to Press and public. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	MODERATE PRICED DRESS SHOP, 3 FL., EAST BLDG.
Friday Oct. 2	NEWSSTAND DATE: ANNIVERSARY ISSUE Celebrating its 75th birthday with contents as gay as a champagne supper, the magazine will stress an unusual museum issue including excerpts from the past three-quarters of a century. Copies will have collectors' value for magazine libraries. Orders ahead indicate a bumper subscription. Harper's Bazaar eager to arrange promotional ideas with stores throughout the country. Contact: Fred Drake, WI. 2-2800.	HARPER'S BAZAAR	572 MADISON AVENUE
Friday Evening Oct. 2	TALK ON F.T.C. COLOR RULES Earle M. Edgerton, Director of the Technical Control Department of Pacific Mills will discuss the "Causes and Effects of the Proposed F.T.C. Color Fastness Rules" at the first 1942-43 meeting of the New York section of the American Association of Textile Chemists and Colorists. Meeting open to members and their friends and business acquaintances.	EARLE M. EDGERTON PACIFIC MILLS	CHEMISTS CLUB 52 EAST 41ST STREET
Saturday Oct. 3 11:00 A.M.	"TRICKS FOR TEENS" CLUB MEETING This is the fortnightly fashion show this store stages with fun and fashions contrived to interest young platter-bugs. Open to Press and Teens. Publicity: Margaret Pierce, LA. 4-7000.	SAKS 34TH STREET	B'WAY AT 34TH STREET TEENS' SHOP
Sunday Oct. 4-7	MERCHANDISE MART EXHIB- ITS APPAREL & ACCESSORIES Mid-season and holiday lines of wearables, accessories, and smallerwares will be jointly exhibited for New England buyers, thus enabled to see wide selections of merchandise and at the same time conserve tires and gasoline.	BOSTON MERCHANDISE MART	HOTEL TOURAINE BOSTON, MASSACHUSETTS
Monday Oct. 5 1:00 P.M. Luncheon	FALL FASHION LUNCHEON Presenting highlights of recent fashion show to Press, supplemented with new models. Open to public. Luncheon, \$2. Press by invitation. Stein & Blaine Publicity: Kay Merrill, CO. 5-2837. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	STEIN & BLAINE (15 WEST 57TH ST.)	ST. REGIS HOTEL ROOF 5TH AVE. AT 55TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 6 1:00 P.M. Luncheon	FALL OPENING: RITZ LUNCHEON FASHION SHOW SERIES Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in the Salon d'Elegance, with a presentation of exciting new hats. Open to public. Luncheon, \$2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 6, Wednesday Oct. 7 2:30 & 8:45 P.M.	NEW YORK TIMES WAR STYLE PARADE To appease consumer interest in the effect of WPB's L-85 order on fashion, the New York Times will present the Fashions of The Times, a dramatized performance with new lighting and staging techniques. The clothes shown will range from modest-priced costumes to creations from leading custom-made houses. American style leadership after two years of independence of Paris, will be accented. Mirrored too, will be today's fashion front, including costumes of civilians, war-service workers and defense plant employees. The underlying theme is the determination of American women to dress sensibly yet smartly. There will be two performances each day, matinee and evening. The Army Emergency Relief Fund will benefit from the proceeds of these Fashions of The Times. Open to public. Admission, \$1.65. Publicity: Jane Ellis, CO. 5-4535 or CO. 5-7784.	NEW YORK TIMES	TIMES HALL (LITTLE THE- ATRE), 229 WEST 43RD ST.
Tuesday Oct. 6 4:00- 6:00 P.M. (Postponed from 9/29)	PREVIEW: MEN'S TOILETRIES Preview of new additions in men's Seaforth Toiletries, including a new "Commando Kit" for men in the services. Also launching new offices appropriately decorated for masculine cosmetics. Press by invitation. Contact: Richard Stern, PE. 6-4459.	ALFRED D. MCKELVY CO.	10 ROCKEFELLER PLAZA
Wednesday Oct. 7 1:00 P.M. Luncheon	FALL SEASON: SERT ROOM STYLE SHOW SERIES Harry Collins, quality dressmaker, will stage his first Fall luncheon fashion show, marking the re-opening of the Sert Room. Spotlight on Fall and Winter Fashions. Open to public. Luncheon, \$2. Press by invitation. Waldorf Publicity: Ted Saucier, EL. 5-3000.	HARRY COLLINS, DRESS- MAKER (647 FIFTH AVE.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 7 6:00- 8:00 P.M.	PRESS PREVIEW: "SALUTE TO CHINA" As an appreciative gesture toward China, Bloomingdale's is opening a gallery of new model rooms furnished in modern interpretation of old Chinese treasure-designs. Chinese textiles from the Collection of Mrs. Guy Potter Benton and other rare decor ideas have been utilized for this display. Opening will be attended by Chinese dignitaries and by invited Press. Opens to public following day, Thurs., Oct. 8th. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	HOME ENSEMBLE SHOP 5TH FLOOR
Wednesday Oct. 7-25	RODEO 17th Annual World's Championship Rodeo. \$60,000 prize money! Guest star: Roy Rogers, hero of Western films. Tickets, \$1.10 to \$3.85.	MADISON SQUARE GARDEN	8TH AVE. AT 50TH ST.
Thursday Oct. 8 1:00 P.M. Luncheon	FALL FASHIONS FOR ALL OCCASIONS Macy's unfurls Fall clothes at a gala Plaza luncheon. Open to public. Luncheon, \$2. Press by invitation. Macy Publicity: Kay Inglis Jones, CH. 4-2000. Plaza Publicity: Alma Zaiss, PL. 3-1740, ext. 410.	R. H. MACY & CO., INC. (HERALD SQUARE)	PLAZA HOTEL PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 8 1:00 P.M. Luncheon	FALL FASHIONS LAUNCH NEW "FLAMBÉ" SHADE This may possibly be one of the last color coordinations, now that WPB has put its foot down on colors other than blue, black, brown and white in shoe-leathers. For this showing, Anthony Blotta Fashions, I. Miller, Shoes, Aris Gloves, Pichel Bags, and Schoen Hats are designed in Flambé color, a rosy red adopted by China War Relief and shown at the Pierre under the auspices of Bonwit Teller. Open to public. Luncheon, \$2. Press by invitation. Publicity: Adams and Anderson, CH. 4-6691. Pierre Publicity: Kathleen Moran, RE. 4-5900.	ANTHONY BLOTTA & "IDENTI-COLS"	HOTEL PIERRE COTILLION ROOM
Monday Oct. 12-21	OPENING DAY: JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA LONG ISLAND
Tuesday Oct. 13 1:00 P.M. Luncheon	DRESS-UP STYLES FOR WAR TIMES An assortment of selective ready-to-wear fashions for Fall social events. Also practical styles for socialites doing war work. Open to public. Luncheon, \$2. Press by invitation. Ritz Publ.: Marion Morrison, PL. 3-4600.	JONAI (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 14- Oct. 15 10 A.M.- 5:00 P.M.	ANNUAL FALL MEETING The Annual Fall Meeting generally held in Chicago, will take place this year in New York. This is because of the desirability of obtaining Washington speakers, who lack time to travel to Chicago. Open to members and Hide and Leather Trade. More details in later issue of FASHION CALENDAR. Contact: Mr. J. L. Nelson, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday Oct. 14 1:00 P.M. Luncheon	FALL LUNCHEON FASHION SHOWING Henri Bendel will repeat their showing of Young Timers' fashions, including day-time and evening clothes and furs. Open to public. Luncheon, \$2. Press by invitation. Bendel Publ.: Frances Anderson, CI. 7-1100. Waldorf Publ.: Ted Saucier, EL. 5-3000.	HENRI BENDEL (10 WEST 57TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 14 4:00 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION Opening of Dorothy Cox's new Collection for Southern Resort and Spring Wear. <u>Press by invitation only.</u> McMullen openings always very crowded. Come early for seat. Publicity: Abigail Johnson, MU. 3-9560.	McMULLEN & CO.	475 FIFTH AVENUE
Thursday Oct. 15 1:00 P.M. Luncheon	FALL LUNCHEON FASHION SHOWING De Pinna will present a Fall Collection for Day-Time and Evening in the Persian Room. Open to public. Luncheon, \$2. Press by invitation. De Pinna Publ.: Dorothy Coborn, VO. 5-4800. Plaza Publ.: Alma Zaiss, PL.3-1740.	DE PINNA (650 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM
Thursday Oct. 15 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Undaunted by war priorities, the Fall Fashions of Traina-Norell (550 7th Ave.) will be shown before a lunching public under the Bonwit Teller sponsorship. Open to public. Luncheon, \$2. Press by invitation. Publicity: Kathleen Moran, RE. 4-5900.	TRAINA-NORELL FOR BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Friday Oct. 16 8:00 P.M. Preview,	PRESS PREVIEW: FASHION FORECASTS & BEAUTY CLINIC First annual "Fashion Forecast and Beauty Clinic" held by America's Hair Fashion Center. Open to Beauty Salon owners who may avail themselves of	AMERICA'S HAIR FASHION CENTER	ST. REGIS HOTEL VIENNESE ROOF

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 18-19 Clinic	(Continued from preceding page) a two-day clinic on beauty problems, hair and face, given by leading authorities. Features include fashion presentation and style contest judged by Beauty Editors. Preview, for Beauty and Fashion Press, Oct. 16, 8 P.M. Clinic in session Sept. 18th at 2 P.M. and Sept. 19th at 10 A.M. Fee, \$15. For further information and publicity: Nona James, BU. 8-0047.		
Saturday Oct. 17 12:15 P.M. Luncheon	WOMEN AT WAR LUNCHEON Celebrating National Business Women's week, business and professional women's organization are planning a bang-up luncheon with top-ranking speakers such as Major Oveta Culp Hobby of the WACC's and Lt. Comm. Mildred McAfee of the WAVE's promised. Also other top-ranking American and Canadian women in official war jobs. Chairman: Mrs. Grace Allan Bangs. Open to all business and professional women. Tickets, \$2.25. Contact: Sara Sparks, WH. 3-8548 or Mrs. Grace Bangs, PE. 4-6000. 6-4000.	N.Y. LEAGUE OF BUSINESS AND PROFESSIONAL WOMEN	HOTEL ASTOR B'WAY AT 45TH STREET
Beginning Monday Oct. 19	OPENING OF CRUISE RESORT & EARLY SPRING SPORTS & DRESS LINES Although not all dates have been announced as yet on Cruise Resort Wear Openings, lines will probably be shown to Buyers and Press beginning Mon., Oct. 19th and continuing through Nov. 10th. Due to war-time conservation, Resort Fashions this year, more than ever, will presage Spring styles. Definitely announced are the following two Sportswear Guild House Openings: <div style="display: flex; justify-content: space-between;"> <div> <u>TUES.. OCT. 20</u> STAR-MAID DRESSES, 498 7TH AVE. 10:30 and 2:30 P.M. Contact: Norman Silverstein, PE. 6-0444. </div> <div> <u>TUES.. NOV. 3</u> ADLER & ADLER, 550 7TH AVE. 10:30 & 2:30 P.M. Contact: Mr. Paul Adler, CH. 4-6630. </div> </div> November 2nd also marks the first showings of the Moderate-Priced Dress Groups' Cruise-Resort and Early Spring Collections, at 10:30 A.M. and 2:30 P.M. daily. Contact, Mr. Bertram Reinitz, 151 W. 40th St., LA. 4-5970. As new dates are established, they will be listed.		
Monday Oct. 19 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Pattulo presents Jo Copeland Originals (498 7th Ave.) for mid-winter, at a luncheon fashion show on the Roof of the St. Regis Hotel. The show will stress, especially, formal afternoon and dinner gowns geared to the times. Open to public. Luncheon, \$2. Press by invitation. Publicity: Mary Alice Rice, PL. 3-4500.	PATTULO PRESENTS JO COPELAND ORIGINALS	ST. REGIS HOTEL ROOF 5TH AVE. AT 55TH ST.
wednesday Oct. 21 1:00 P.M. Luncheon	FALL LUNCHEON FASHION REVUE Another food-and-fashion combination stressing street, day-time and evening style selections by Arnold Constable. Open to public. Luncheon, \$2. Press by invitation. Arnold Constable Publ.: Jeanne Pierre, CA. 5-2300. Waldorf Publ.: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
wednesday Oct. 21 5:30 P.M.	WAR-TIME HAIR DRESSING STYLES Presenting new coiffures that coordinate hair and millinery. Also featuring newest methods in permanent waving, hair coloring, and setting. Press preview by invitation. Contact: Bernord Az Guro, WI. 2-1692.	BERNORD AZ GURO	HOTEL NEW WESTON MADISON AVE. AT 50TH

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 22 10:30 A.M.- 4:30 P.M.	ANNUAL MEETING This is the meeting for discussion of industry matters with special speakers including Miss Virginia Jewel. Purpose: to continue to strengthen the hold cotton has taken on fashion. Winter campaign plans will be condensed and discussed. Open to members and Trade Press. Fashion Press welcome. Contact: Virginia Jewel, WO. 2-0270.	THE COTTON-TEXTILE INSTITUTE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Thursday Oct. 22 4:00- 6:00 P.M. Through Jan. 3, '43	INVENTIONS FOR VICTORY First major Museum exhibit of the season will stress new materials proving American manufacturers' ingenuity as part of our war-time program. Inventions for Victory will include articles immediately available to the consumer and also those of recent invention, but restricted by priorities. The gist of the exhibit is to prove that the functions of formerly available materials such as wool, silk, metals, rubber, etc., are performed by satisfactory replacements. Press invited for Thurs. preview, 4-6 P.M. Opens to public on following day, Fri., Oct. 23 thru Jan. 3, 10-5 daily, 1-6 Sundays. Publicity: Mr. Starr, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN, N. Y.
Tuesday Oct. 27 2:30 P.M. Press, 4:00 P.M. Members	EXHIBIT OF "FASHIONINGS", PAST AND PRESENT The Museum of Costume Art presents an unusual and timely showing of "fashionings", and embellishments of the past and present. Also there will be shown modern garments with newly devised closings. This exhibit open to public, Oct. 28th. Publ.: Jane Ellis, OO. 5-4525 or OO. 5-7782 . <i>PL-3-7418</i>	MUSEUM OF COSTUME ART	630 FIFTH AVENUE ROOM 414
Monday Nov. 2-5	NATIONAL SHOE FAIR Leaders of the Shoe Manufacturing Industry will hold their 8th jointly sponsored exhibit in the big National Shoe Fair held annually in Chicago in January. The timing of the Fair this year in November was planned to permit a first glimpse of the new Spring and Summer lines. Early returns indicate that despite WFB restrictions, there will be the usual number of manufacturers and exhibitors. More details later.	NAT'L BOOT & SHOE MFRS. & NAT'L SHOE RETAILERS	HOTEL MORRISON AND PALMER HOUSE CHICAGO, ILLINOIS
Coming Early 1943	"OUR LIFE IN WAR" DEPICTED Maintaining the American way of life during war-time is the theme of an extensive exhibit to be held by R. H. Macy. The acceptance of civilians of many amazing substitutes and improvements, brought about by the shortage of critical materials, has posed a challenge to American inventiveness. That challenge met and mastered is the purpose of the Macy exhibit. More details to follow. Publicity: Kay Inglis Jones, CH. 4-2000.	R.H. MACY & CO., INC.	HERALD SQUARE

DATES AHEAD

Sept. 26 COLLEGE FOOTBALL SEASON OPENS (Sat.)
Oct. 1 MOVING DAY (Thursday)
Oct. 12 COLUMBUS DAY (Monday)
Oct. 27 NAVY DAY (Tuesday)
Oct. 31 HALLOWE'EN (Saturday)
Nov. 3 ELECTION DAY (Tuesday)
Nov. 11 ARMISTICE DAY (Wednesday)
Nov. 26 THANKSGIVING DAY (Thurs.)

RED LETTER WEEKS

Oct. 2-12 NATIONAL BRANDS WEEK
Oct. 3-10 NAT'L RETAIL FURNITURE WEEK
Oct. 4-10 FIRE PREVENTION WEEK
Oct. 4-10 NAT'L BUSINESS WOMEN'S WEEK
Oct. 25-31 NATIONAL GIRL SCOUT WEEK
Nov. 2-8 AMERICAN ART WEEK
Nov. 9-15 NATIONAL FATHER & SON WEEK
Nov. 11-30 RED CROSS DRIVE

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Monday.....PREMIERE: "WINE, WOMEN AND SONG" AMBASSADOR THEATRE, WEST 49TH STREET
 Sept. 28 A revue-vaudeville-burlesque starring Jimmy Savo and Margie Hart, patterned on the formula of the successful "Star And Garter" revue. Costumes by Frederick Fox. Publicity: Mike Goldreyer, BR. 9-7677.
- Tuesday.....PREMIERE: "HELLO OUT THERE" BELASCO THEATRE, 115 WEST 44TH STREET
 Sept. 29 A one-act play by William Saroyan, and "Magic", a three-act play by G.K. Chesterton, will be offered jointly on Broadway. Cast includes Eddie Dowling, Julie Haydon and others. Publ.: Leo Freedman, LA. 4-5119.
- Wednesday...PREMIERE: "STRIP FOR ACTION" NATIONAL THEATRE, 208 WEST 41st ST.
 Sept. 30 A gay presentation of the adventures of a burlesque troupe providing entertainment for an army camp, written by Messrs. Lindsay and Crouse, who are the co-authors of "Life With Father", produced by the writers and Oscar Serlin. Cast includes Keenan Wynn, son of Ed Wynn. Publicity: Harry Forward, CI. 5-6371.
- Wednesday...GIANT ARMY EMERGENCY AMERICAN BUSINESS AND MADISON SQUARE GARDEN
 Sept. 30 RELIEF SHOW GARMENT INDUSTRY LEADERS 8TH AVE. AT 50TH St.
 8:30 P.M. Leaders in the garment, retail, industrial and amusement fields are cooperating in plans for a giant Army Emergency Relief Show called "We're All In It," to be held at the Garden, Wed. evening, Sept. 30th. 18,000 seats, receipted from \$1.10 up, are now on sale at the Army Emergency Relief Show's Headquarters at Suite 583, Waldorf Astoria Hotel (PL. 3-7752). Star attractions include: Myrna Loy, Edward Arnold, Connie Boswell, and others. Production is in charge of Leonidoff of Radio City Music Hall. For further information, Bernard Relin, Exec. Dir., PL. 3-7752.
- Thursday....OPENING: MORTON DOWNEY, IRISH TENOR, SAVOY-PLAZA CAFE LOUNGE, 5TH AT 59TH
 Oct. 1 Beginning the starring engagement of Morton Downey, presenting him as a singer and a personality. Publicity: Dorothy Ross, BR. 9-5906.
- Thursday....OPENING: COTILLION ROOM PIERRE HOTEL, 5TH AVE. AT 61ST ST.
 Oct. 1 This beautiful room officially opens the Fall and Winter season with a dress-up benefit, dinner and dance for Bundles for Britain. Entertainment headed by Myris, mental telepathist; also Elsworth and Fairchild, streamlined ballet. Stanley Melba Orchestra for dancing. Publicity: Dorothy Ross, BR. 9-5906.
- Thursday....IRIDIUM ROOM FORMAL FALL OPENING, ST. REGIS HOTEL, 5TH AVE. AT 55TH ST.
 Oct. 1 "Moonlight Serenade" dinner-dance for benefit of Musicians Emergency Fund, under chairmanship of Mrs. Lytle Hull. Entertainment includes Salzburg Players in a program of Mozart and Beethoven music. Dancing by Paul Sparr and his Orchestra and relief music by Ethel Smith and her Trio. Benefit tickets, \$12.50. From Oct. 2nd, dinner and dancing in Iridium informal, \$3 and a la carte. No show. Publicity: Jane Hunter, PL. 3-4500.
- Thursday....GALA PREMIERE: BALLET THEATRE METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
 Oct. 6 The Hurok season of Ballet performed by the two great ballet troupes "The Ballet Theatre" and the "Ballet Russe de Monte Carlo" will include 32 ballets, among them 8 new productions and revivals. Ballets include the work of three women choreographers, Agnes De Mille, Mia Slavenska and Bronislava Nijinska. Conductor for the Ballet Theatre, Oct. 6 to 11th and Oct. 22 to Nov. 1st, will be Antal Dorati. Franz Allers will conduct for the Ballet Russe de Monte Carlo, Oct. 12 to 20th. First new ballet will be "Aleko" in which Marc Chagall, Russian Painter makes his debut in the ballet field. Another new offering will be Fokine's "Helen of Troy", with scenery and costumes by Marcel Vertes. Opening program of the Ballet Russe includes two new works, "Snow Maiden" staged by Bronislava Nijinska, and an American ballet "Rodeo" staged by Agnes De Mille with original score by Aaron Copland. Other noteworthy programs will be listed later. Publicity: Gerald Goode, S. Hurok Office, PL. 3-0820.